

Media in Education

Meaning of Media

- Media are the means or **devices** by which a piece of **information** or knowledge is communicated to us to exert a profound influence on us .
- Media are the devices or instruments of communication that reach large number of people /pupils with a common message ,may be **printed ,video , audio** etc

Functions of Media in Education

1. Providing information
2. Providing vocational information
3. Spreading awareness and civic responsibility
4. Educational programmes
5. Role as a non-formal agency
6. Mass media for rural education and environmental education

- Media in the classroom engage students in learning and provide richer experience .
- It is used for illustrating a lesson allowing to see examples of what they are learning .
e.g Interactive Smart Board

Importance of media in classroom

1. Media in teaching-learning process
2. Appeals to multiple learning styles
3. Create an authentic learning experience
4. Strengthens critical thinking skills
5. Teaches students to use media

Types of Media



Types of Media

1. Print media (books, newspaper, magazines)
2. Electronic media (Radio, television, computers, CDs) & A-V aids
3. Digital media (documents, website)
4. Multimedia

Print Media

PRINT MEDIA



Print Media

- Print media is **one of the oldest and basic forms of mass communication.**
- It includes **newspapers, books, weeklies, magazines, and other forms of printed journals.**
- A basic understanding of the print media is essential in the study of mass communication.

IMPORTANCE

- ✓ The printed media covers the **entire printed** matter .Reading matter has vast influence on the potentialities .
- ✓ It exerts a **good influence** on the individuals.
- ✓ It acts on the **intelligence** and **emotions** of the individual in shaping the attitudes & philosophies of life
- ✓ Press not only gathers **events**, they also present their own views on issues.
- ✓ It is possible to link certain topics with everyday by means of press through newspaper & other journals

Books

- Book is a **written or printed work** consisting of pages glued or sewn together along one side and bound in covers
- Book is a bound set of blank sheets for writing on it
- They are the reservoir of knowledge or information
- They serve for the purpose of teaching, learning and evaluation
- **Kinds of books** –Text books, Reference books, Resource book ,Work book ,Encyclopedia, Dictionaries, Hand books ,Grammar book ,story books etc



Text book



Text book - Definition

- Text book is a design for classroom teaching prepared carefully by experts – Bacon
- Text book is a standard collection of subject matter that has been prescribed for a particular class
- Text book is one which is specially prepared for use of pupil- teacher in a school presenting a course of study in a single subject.

Characteristics of good text book

- Strictly according to **syllabus**
- Written by competent and **experienced teacher**
- According to the **aims** and **objectives** of teaching
- Meet the **abilities ,experience &interest** of the students
- **Up to date** in content and subject material
- Followed both by **psychological** & **logical order**

